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- Epidemic of cable legislation sweeps California
- Has the National Football League excluded cable?
- FCC sets low-power criteria
- Cable urges Congress for AT&T restraints

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CableVision

The news and features weekly of the cable television industry

March 15, 1982

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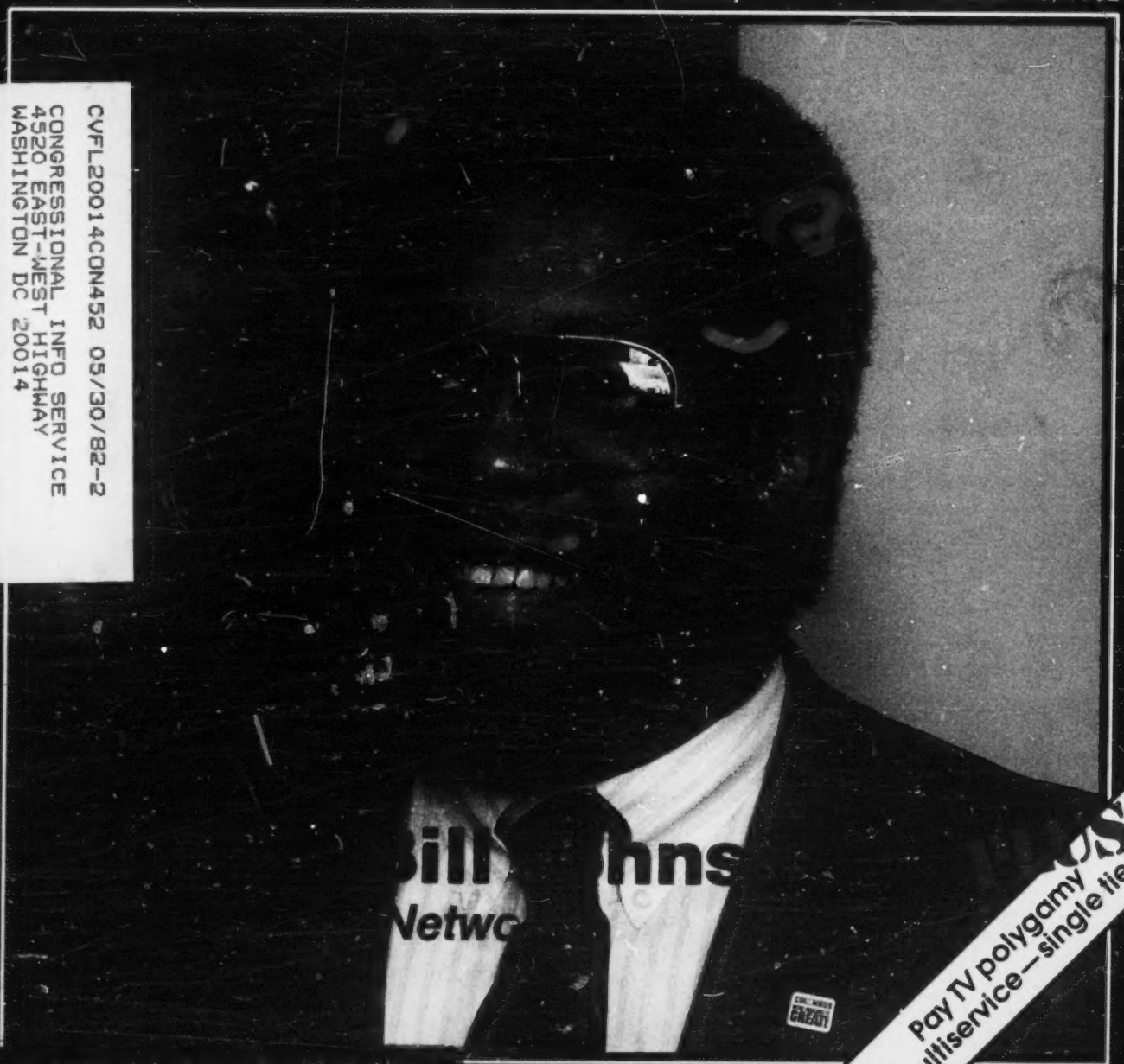

Pay TV polygamy
multiservice—single tier

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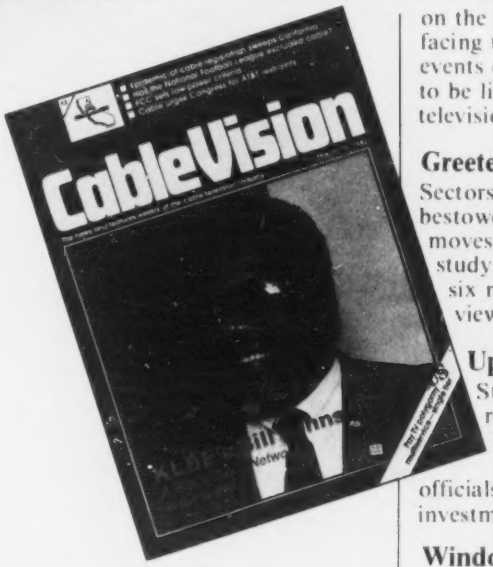


About the cover

William Johnson has found the winning combination with his marketing techniques for his Columbus, Ohio, system—the first black-owned operation in the country. In an exclusive interview with *CableVision*'s Peter Evanow, Johnson elaborates on other goals for minorities—namely the Black Cable Network. *CV Plus*, **page 48.**

Bound for Broadway

The Entertainment Channel has embarked upon a first—financing and co-producing a new play. *Close Ties* will be launched in Los Angeles on stage, hopefully travel to Broadway and then to cable. **Page 25.**

On basic's plate

USA Network and the Entertainment and Sports Programming Network, two basic cable services, have found themselves allied with commercial broadcasters. What appear to be odd couples are turning into good business. **Page 25.**

Playboy's second effort

CableVision's reviewer Robert DiMatteo gives *Playboy*'s second video effort higher grades, but also points out that many problems still plague the show. The co-hosts especially draw some strong words. **Page 27.**

Revolution or evolution?

Cable experts addressing workshops hosted by the ANA could not agree on the answers to key questions facing the industry. The focus of the events centered on cable growing up to be like its parent, broadcast television. **Page 30.**

Greeted by cheers

Sectors of the cable industry have bestowed nearly blanket approval of moves to start an audience research study. Tests will be conducted on six methodologies used to measure viewership. **Page 30.**

Ups, downs

Storer Broadcasting has reported record earnings. The company's cable division, however, posted a drop in profit. Company officials blame the condition on heavy investments in new-builds. **Page 55.**

Window shoppers

Group W is facing an FCC mandate to unload some of its Teleprompter systems. The firm has received some tentative nibbles from other companies about purchase possibilities. However, Manhattan Teleprompter is attracting attention and it's not part of the FCC divestiture order. **Page 55.**

Parting ways

Vector Enterprises and Satellite Syndicated Systems have parted ways on a transponder contract. It appears that the situation has not created problems for either firm. **Page 55.**

Filling the pool

The Centennial Fund, the equity fund set up by Daniels & Associates to help finance cable projects, is very near the $10 million mark. Company officials are pleased, considering the economic climate. **Page 55.**

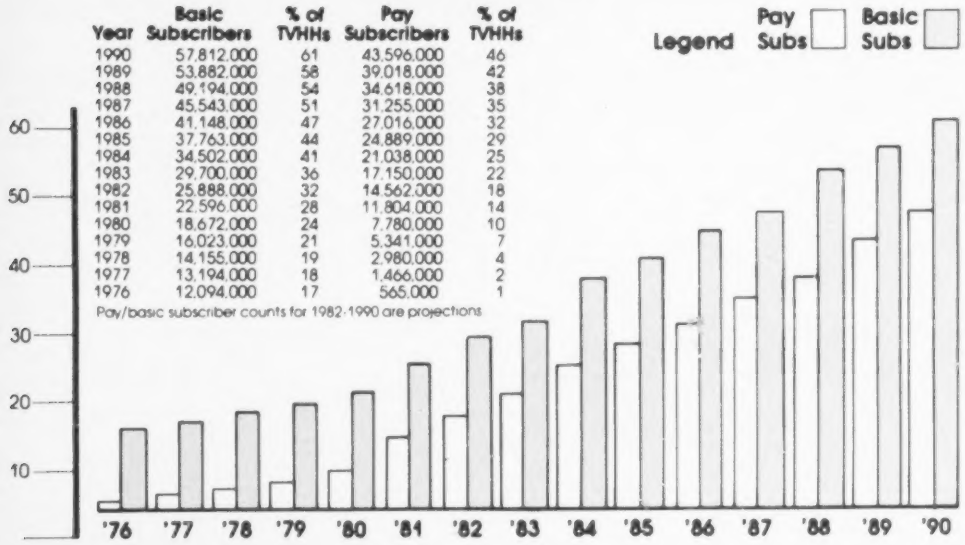
This week in *CableVision Plus*

Pay TV polygamy—a phenomenon that results when multiple pay services are marketed on a single tier—is explored by Los Angeles bureau chief Patricia Goldstone. In a *CV Plus* interview, Walter Reichel, media planner at the Ted Bates advertising agency, expounds on his cable buying philosophy. Completing the Marketing-Advertising theme is a profile of William Johnson and the Columbus, Ohio, KBLE system, the first black-run cable system in the country. **Pages 31-54.**

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,812,000	61	43,596,000	46
1989	53,882,000	58	39,018,000	42
1988	49,194,000	54	34,618,000	38
1987	45,543,000	51	31,255,000	35
1986	41,148,000	47	27,016,000	32
1985	37,763,000	44	24,889,000	29
1984	34,502,000	41	21,038,000	25
1983	29,700,000	36	17,150,000	22
1982	25,888,000	32	14,562,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections



Cable barometer

Television households (TVHH) ... 80,700,000
Homes passed by cable (HP) 42,000,976
Percent of TVHH passed by cable 52.05%
Basic cable subscribers 22,821,167
Percent of TVHH with basic cable . 28.28%
Percent of HP with basic cable . 54.34%
Pay cable subscribers 12,051,461
Percent of TVHH with pay cable .. 14.93%
Percent of HP with pay cable .. 28.69%
Percent of basic subs with pay cable 52.81%

STV over view

Market	Service—Launch Date / Adult Tier—Launch Date	Subscribers 9/15/81	Subscribers 1/31/82	% Taking Adult Tier	Rates	Adult Tier Schedule
Ann Arbor	IT/TV—Sept. 1981	11,000 base	14,500 base	97	$22.95	Nightly, begins
	"Night Owl"—Sept. 1981	10,700 adult	14,000 adult		3.95	11 p.m.
Chicago	ON TV—Sept. 1980	101,500 base	111,000 base	65	21.95	Tues-Sat, begins
	"Optional Viewing"—April 1980	61,300 adult	72,000 adult		4.95	11:30 p.m.; Fri, double feature.
Cincinnati	Home Entertainment Network—Feb. 1980	37,000 base	40,000 base	40	20.95	Tues, Thur, Fri,
	"On Plus"—Sept. 1980	12,000 adult	16,500 adult		4.95	Sat, begins 12:30 a.m. (Apr, Tues-Sat)
Dallas	ON TV—March 1981	10,000 base	not available	86	19.95	Tues-Sat, begins
	"Adults Only"—July 1981	5,000 adult			4.95	11 p.m.
Washington, D.C.	Super TV—Nov. 1981	not available	18,000 base	90	19.95	Thur-Sat, begins
	"Night Life"—Nov. 1981		16,200 adult		4.95	11 p.m.
Miami	ON TV—Jan. 1980	40,000 base	37,333 base	71	19.95	Tues-Sat, begins
	"Adults Only"—Nov. 1980	27,000 adult	26,630 adult		4.95	11 p.m.
Milwaukee	SelecTV—June 1980	27,600 base	34,000 base	89	19.95	Nightly, begins
	"Night Owl Theatre"—June 1980	24,900 adult	30,225 adult		5.00	11 p.m.
Philadelphia	Wometco—July 1981	1,500 base	8,800 base	95	21.00	Tues-Sat, begins
	"Rendezvous"—July 1981	1,200 adult	8,400 adult		5.95	midnight; Fri-Sat, double feature.
Phoenix	ON TV—Sept. 1979	38,200 base	not available	64	19.95	Tues-Sat, begins
	"Adults Only"—Oct. 1980	24,500 adult			4.95	11:30 p.m.

Top 100 MSOs

Rank	Multiple System Operator	Subscribers
1	American Television and Communications (12/81)	1,810,000
2	Tele-Communications Inc	1,646,566
3	Teleprompter/Westinghouse	1,642,381
4	Cox Cable Communications (12/81)	1,098,663
5	Storer Cable Communications	874,935
5	Warner Amex Cable Communications (12/81)	850,000
7	Times Mirror	670,721
8	Newhouse Broadcasting*	588,794
9	Rogers UA Cablesystems	560,882
10	Viacom Cablevision*	530,097
11	United Cable Television	463,494
12	Continental Cablevision	456,900
13	Sammons Communications	444,221
14	TeleCable Corporation	297,100
15	Cablecom General/Capital Cities	292,949
16	General Electric Cablevision	287,500
17	Heritage Communications	244,201
18	Cablevision Systems Development	219,438
19	Comcast Corporation	218,012
20	Daniels & Associates	217,649
21	Liberty Communications (9/81)	208,298
22	Wometco Communications	197,116
23	Tele-Media Corp. (12/81)	197,000
24	Service Electric Cable TV	189,000
25	TCA Group	179,507
26	Maclean Hunter*	170,826
27	Century Communications (10/81)	165,000
28	Multimedia Cablevision	153,442
29	Western Communications	149,000
30	Colony Communications (12/81)	146,524
31	Jones Intercable	135,153
32	Prime Cable (12/81)	125,126
33	Midwest Video (12/81)	114,615
34	Harris Cable Corp. (12/81)	110,000
35	Communications Service (8/81)	110,000
36	Centel Cable Television	108,483
37	Rollins Cable Vue (12/81)	106,800
38	Tribune Company Cable (12/81)	104,137
39	Harron Communications Corp. (12/81)	89,093
40	Buckeye Cablevision	86,710
41	Cable Vision Industries	84,480
42	Armstrong Utilities*	84,267
43	Cablentertainment	77,073
44	Multi-Channel TV Cable	75,332
45	Palmer Communications	73,706
46	McDonald Group	72,838
47	Alda Group	67,351
48	Adams-Russell	67,124
49	Perry Cable TV Corp.	67,083
50	King Videocable Company	65,467
51	Buford Television (12/81)	64,395
52	Omni Cable TV	64,072
53	Summit Communications	61,719
54	Omega Communications (12/81)	60,000
55	WEHCO Video	58,695
56	Communications Systems	56,813
57	Booth Communications	55,046
58	Televents (9/81)	55,046
59	National Telecommunications Company (12/81)	54,600
60	Coaxial Communications	54,500
61	Pencor Services	52,789
62	The Essex Group	51,076
63	Southern Oregon Cable TV	51,018
64	Consolidated Cable Systems	50,600
64	Cable America	50,600
66	US Cable Corp	50,000
67	UltraCom Inc	48,139
68	Gulf Coast Cable Television	47,993
69	Acton Corp.	46,177
70	Cross Country Cable (before final sale of HJ systems)	43,887
71	Sonic Cable TV (7/81)	43,642
72	Clear TV Cable Corp. (12/81)	43,400
73	Adelphia	43,213
74	Falcon Communications	43,000
75	Cable TV of Puget Sound (includes bulk dwellings) (12/81)	41,856
76	Susquehanna Broadcasting	40,133
77	The Daily Press (12/81)	40,000
77	Greater Media (12/81)	40,000
77	Lenfest Group	40,000
80	Nor-Cal Cablevision (McClatchy-Viacom)	39,826
81	Total TV Inc. (12/81)	39,122
82	McCaw Communications	38,248
83	Fetzer Cablevision	35,500
84	Oak Communications	33,251
85	Joseph S. Gans (12/81)	32,590
86	Six Star Holding Company (7/81)	30,000
87	Selkirk Communications	29,190
88	Commonwealth Cable of Massachusetts (12/81)	27,773
89	Hellicon Corp.	27,753
90	Lawrence Flinn Jr.	27,342
91	Gerity Cablevision	26,000
92	Midcontinent Cable Systems	25,000
93	Columbia Communications Corp.	24,655
94	Cable Holdings Inc.	24,482
95	Potomac Valley TV Company	24,163
96	Jim R. Smith & Company (8/31)	22,128
97	Mickelson Media (7/81)	21,077
98	Teltron Inc.	21,700
99	ENI Communications	21,000
100	Harmon & Company	20,824

*Newhouse Broadcasting includes MetroVision, NewChannels and Vision Cable. Maclean Hunter includes Metro Suburban and Wayne Cable. Armstrong Utilities includes Armstrong Communications Corp. National Cable TV Corp. and North Lauderdale Cablevision. Viacom Cablevision includes 40% ownership in Nor-Cal Cable.

Top 100 systems

Rank	Location	Operator	Subscribers
1	San Diego, CA	Cox Cable	210,797
2	Manhattan, NY	ATC	(12/81) 153,800
3	Oyster Bay (Long Island), NY	Cablevision Systems Development	145,968
4	West Orange, NJ	Maclean Hunter Cable	133,266
5	Los Angeles, CA	Teleprompter	104,750
6	Wayne, NJ	Rogers UA Cablesystems	101,670
7	Tulsa, OK	United Cable TV	97,488
8	Erie County, NY	Prime Cable	92,833
9	San Jose, CA	Gill Industries	89,799
10	San Antonio, TX	Rogers UA Cablesystems	88,710
11	Audubon, NJ	NYT Cable	86,155
12	Tidewater, VA	Cox Cable	81,112
13	Austin, TX	ATC	(12/81) 80,000
14	Central Islip, NY	Viacom Cablevision	79,853
15	Honolulu, HI	ATC	(12/81) 79,000
16	Orlando, FL	ATC	(12/81) 76,100
17	Jefferson Parish/Kenner, LA	Cox Cable	71,599
18	Hartford/Meriden, CT	Times Mirror	71,084
19	Manhattan, NY	Teleprompter	70,210
20	Toledo, OH	Buckeye Cablevision	68,961
21	Seattle, WA	Teleprompter	68,665
22	Wilmington, DE	Rollins Cablevision	68,579
23	Grand Rapids, MI	General Electric	68,300
24	San Francisco, CA	Viacom Cablevision	60,804
25	San Diego, CA	ATC	(12/81) 60,600
26	Flint, MI	Comcast	59,218
27	Baton Rouge, LA	Daniels & Associates	58,192
28	Monterey, CA	Western Communications	(12/81) 57,600
29	Buffalo, NY	Minneapolis Star Tribune	56,551
30	Santa Barbara, CA	Cox Cable	(12/81) 55,208
31	Allentown, PA	Twin County Cable	55,000
32	Columbus, OH	Warner Amex Cable	(12/81) 54,000
33	Wichita, KS	Multimedia Cablevision	54,000
34	Melbourne, FL	ATC	(12/81) 53,600
35	Memphis, TN	ATC	(12/81) 52,200
36	Suburban Rochester, NY	People's Cable	51,900
37	Snohomish County, WA	Viacom Cablevision	51,853
38	Jacksonville, FL	ATC	(12/81) 51,450
39	Harrisburg, PA	Sammons Communications	51,101
40	Binghamton, NY	NewChannels	50,825
41	Sarasota, FL	Storer Cable	49,400
42	El Paso, TX	Teleprompter	49,370
43	Bedford, MA	Warner Amex Cable	(12/81) 49,000
44	Louisville, KY	Times Mirror	48,523
45	Baltimore County, MD	Cablec Cablevision	48,315
46	Columbus, OH	Coaxial Communications	48,228
47	Seattle, WA	Viacom Cablevision	47,571
48	Canton, OH	Warner Amex Cable	(12/81) 47,000
49	San Rafael, CA	Viacom Cablevision	46,320
50	Reading, PA	ATC	(12/81) 46,200
51	San Diego County, CA	Times Mirror	45,058
52	South Bend, IN	Buford	45,000
53	Des Moines, IA	Heritage Communications	44,800
54	West Haven, CT	Storer Cable	43,900
55	Pompano Beach, FL	American Cable TV	43,862
56	Eugene, OR	Teleprompter	43,750
57	Shreveport, LA	ATC	(12/81) 43,725
58	Peoria, IL	General Electric	43,600
59	Akron, OH	Warner Amex Cable	(12/81) 43,000
60	Oklahoma City, OK	Cox Cable Communications	42,575
61	Albany, NY	ATC	(12/81) 42,500
62	Spokane, WA	Cox Cable	42,314
63	New Britain, CT	United Cable	41,475
64	Birmingham, AL	ATC	(12/81) 41,100
65	Moline, IL	Cox Cable	41,047
66	Scranton, PA	Verto Cable TV	(12/81) 39,906
67	Charlotte, NC	ATC	(12/81) 39,350
68	Bakersfield/Kern County, CA	Warner Amex	(12/81) 39,300
69	Brookhaven, NY	Rogers UA Cablesystems	39,128
70	Branford, CT	Rollins Cable Vu	39,010
71	Lincoln, NE	MetroVision	38,811
72	Bridgeport, CT	The Alda Group	38,243
73	Jackson, MS	ATC	(12/81) 38,150
74	Lansing, MI	Continental Cablevision	37,940
75	Overland Park, KS	TeleCable	37,600
76	Naples/Marco, FL	Palmer Communications	37,476
77	Winston-Salem, NC	Summit Communications	37,352
78	Port Arthur, TX	Liberty Communications	37,300
79	Deerfield, NY	Harron Communications	37,047
80	Northwest Houston, TX	Warner Amex Cable	(12/81) 37,000
81	West Palm Beach, FL	Teleprompter	36,975
82	Fayetteville, NC	ATC	(12/81) 36,600
83	Stuart, FL	Perry Cable	36,355
84	St. Petersburg, FL	Teleprompter	36,325
85	Palm Desert, CA	Palmer Communications	36,230
86	Springfield, IL	Times Mirror	36,034
87	Charleston, SC	Storer	35,000
88	Dover, NJ	Sammons Communications	34,970
89	Honolulu, HI	TV Systems Inc.	34,700
90	Cleveland, OH	Viacom Cablevision	34,478
91	Dade/Broward County, FL	Storer Cable	34,000
91	Madison, WI	Complete Channel TV	34,000
93	Cleveland, OH	Cox Cable	33,765
94	Waterbury, CT	Sammons Communications	33,679
95	Beacon, NY	Colony Communications	33,313
96	Syracuse, NY	NewChannels	33,283
97	Pensacola, FL	Cox Cable	(12/81) 33,188
98	York, PA	Susquehanna Broadcasting	33,116
99	Colorado Springs, CO	ATC	(12/81) 33,000
99	Concord, CA	Western Communications	(12/81) 33,000
99	Altoona, PA	Warner Amex	(12/81) 33,000
100	Colorado Springs, CO	Century Communications	33,000

Note: Subscriber counts in these charts are as of 1/82 unless noted otherwise.